

Appendix D

ABC Q4 Data (2018)

Dailies

Publication name	Frequency	Circulation	% change quarter	% change year
Daily Sun	Mo-Fr	119,772	-1.80%	-16.80%
Daily Nation	MD, Mo-Sat	105,000	-3.50%	-7.60%
Star, The	MD, Mo-Fr	75,772	-0.80%	1.70%
Isolezwe	MD, Mo-Fr	73,141	-6.50%	-8.00%
Sowetan	Mo-Fr	70,392	0.30%	-2.00%
Son (Daily)	MD, Mo-Fr	55,126	-1.90%	-16.50%
Citizen, The (Daily)	MD, Mo-Fr	42,045	0.40%	-2.10%
Burger, Die Daily	MD, Mo-Fr	41,533	-2.00%	-12.40%
Burger, Die Daily	Wes Kaap	38,773	0.60%	-3.60%
Bukedde	MD, Mo-Sat	35,921	-19.80%	10.00%
Namibian, The	MD, Mo-Fr	33,245	-2.20%	-14.70%
Beeld, Daily	MD, Mo-Fr	32,500	-6.30%	-9.60%
Cape Times	MD, Mo-Fr	29,353	-0.90%	-1.10%
Cape Argus	MD, Mo-Fr	27,001	-1.30%	-2.40%
New Vision	MD, Mo-Fr	25,252	-4.10%	-5.20%
Mercury, The	MD, Mo-Fr	25,175	0.20%	-1.00%
Daily News	MD, Mo-Fr	23,241	0.40%	-1.10%
Times of Swaziland	MD, Mo-Fr	22,243	1.70%	-0.90%
Business Day	MD, Mo-Fr	20,014	-0.30%	-1.50%
Daily Monitor	MD, Mo-Fr	16,941	-3.80%	-9.70%
Herald, The	MD, Mo-Fr	16,318	-0.50%	-4.40%
Daily Dispatch	MD, Mo-Fr	15,468	-0.40%	-13.90%
Volksblad - Daily	Mo-Fr	13,784	-1.70%	-0.90%
Pretoria News	MD, Mo-Fr	12,442	-4.50%	-0.70%
Witness, The	MD, Mo-Fr	10,926	-1.20%	-6.10%
Taifa Leo	MD, Mo-Sat	10,310	-15.50%	-19.10%
Diamond Fields Advertiser	MD, Mo-Fr	6,966	-5.90%	-8.30%
Zambia Daily Mail	MD, Mo-Sat	6,012	-11.70%	-14.10%
Burger, Die Daily	Oos Kaap	2,762	-28.10%	-61.50%

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Weeklies

Publication name	Frequency	Circulation	% change quarter	% change year
Soccer Laduma	Wkly, Wed	223,515	-10.70%	-10.60%
Ilanga	2xW, Mo&Th	56,456	-2.10%	-2.50%
Post, The	Wkly, Wed	38,065	1.00%	-4.90%
Mail & Guardian	Wkly, Fr	25,834	12.10%	-7.60%
Voice, The	Wkly, Fr	15,746	-2.90%	-1.30%
Mmegi Reporter, The	4xW, Tu-Fr	11,721		109.90%
Botswana Gazette , The	Wkly, Wed	10,114	0.20%	9.60%
The Monitor (Formerly Mmegi Monitor)	Wkly, Mon	8,089		3.80%
Lesotho Times	Wkly, Th	7,281	-5.60%	-7.50%
African Times Newspaper	Wkly, Wed	1,288	-3.70%	-47.10%

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Weekend

Publication name	Frequency	Circulation	% change quarter	% change year
Sunday Times	Wknd	250,176	-0.10%	-4.20%
Sunday Nation	Wkly, Sun	113,096	-6.20%	-9.60%
Rapport	Wknd	105,900	-4.10%	-6.20%
Isolezwe ngoMgqibelo	Wkly, Sat	57,016	-13.80%	-9.80%
Isolezwe ngeSonto	Wkly, Sun	55,156	-13.60%	-11.60%
Sunday Tribune	Wkly, Sun	50,615	0.20%	1.40%
Burger, Die Saturday	Wkly, Sat	49,717	-1.90%	-17.80%
Weekend Argus	Wknd	49,612	-3.00%	-4.00%
Burger, Die Saturday	Wes Kaap	48,490	-2.30%	-7.30%
City Press	Wknd	46,498	-2.80%	-17.10%
Sunday Sun	Wknd	46,352	-10.40%	-32.20%
Saturday Star, The	Wkly, Sat	44,200	0.20%	-1.70%
Sunday World	Wknd	38,901	-9.90%	-24.30%
Beeld, Saturday	Wkly, Sat	38,072	6.40%	5.40%
Independent on Saturday	Wkly, Sat	35,598	0.90%	0.80%
Ilanga Langesonto	Wknd	33,093	-5.90%	-5.40%
Son op Sondag (formerly Sondag Son)	Wkly, Sun	31,822	-2.00%	-15.40%
Weekend Argus	Saturday	31,509	-4.10%	-7.30%
Citizen, The (Saturday)	Wkly, Sat	29,623	-3.40%	-6.20%
Weekend Argus	Sunday	18,103	-1.10%	2.40%
Sunday Vision	Wkly, Sun	15,871	-6.30%	-7.70%
Weekend Post	Wknd	15,233	-1.40%	-9.80%
Daily Dispatch Weekend Edition (formerly Saturday Dispatch)	Wknd	14,713	4.80%	-1.70%
Volksblad - Saturday	Wkly, Sat	13,053	-1.60%	-2.30%
Sunday Monitor	Wknd	10,689	-5.50%	-12.30%
Weekend Witness	Wkly, Sat	10,400	-1.30%	-9.50%
Taifa Jumapili	Wkly, Sun	8,782	-10.70%	-22.90%

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The Southern Cross	Wkly, Sun	7,085	0.60%	-8.60%
Pretoria News Saturday	Wkly, Sat	6,645	-9.00%	-9.70%
Sunday Mail	Wkly, Sun	4,848	4.30%	4.50%
Burger, Die Saturday	Oos Kaap	2,660	152.60%	-67.50%